

Amendments to the Specification

Please replace the paragraph at page 6 lines 21 through 24 with the following amended paragraph:

The life-cycle manager server 250 of the promotion server subsystem 200 ~~generate~~ generates viewership profiles for each of the network devices from the collected data using a variety of statistical models. The viewership profiles are then used to associate each multimedia content viewing device with promotion groups.

Please replace the paragraph at page 8 lines 11 through 23 with the following amended paragraph:

Fig. 3A illustrates a generalized process diagram 400 for creating a viewership profile of a viewer 15 who has tuned to a program channel on the set-top box 10. In a first step 402, the promotion agent 310 of the promotion agent subsystem 300 embedded in the set top box 10 creates a log of the viewer's activities. The log records the channel to which the [[this]] set top box is tuned to, the time the channel was tuned in, and the time [[the]] it left the channel. In the described embodiment, the event is recorded only if the period between the time the viewer tuned in the channel and the time the viewer tuned away from the channel is greater than about five seconds. By logging events that have only been watched for a period greater than five seconds, the promotion agent is able to distinguish shows that are actually watched from channel "surfing" by the viewer. Time periods other than five seconds can be set by the user. In fact, the collection of the viewership data is entirely configurable. That is, the user can set the policies for which the data is collected.

Please replace the paragraph at page 9 lines 24 through 27 with the following amended paragraph:

Subsequently, in a state 412, the matched viewership behavior data and group profiles 270 are used to determine the class of the viewer associated with the set top box 10. In a state 414, this viewership profile is transmitted to and stored in the database 210.

Please replace the paragraph at page 10 lines 7 through 12 with the following amended paragraph:

After the viewership profiles of the set top box 10 in a network are generated, an advertiser, or anyone else interested in paying for the data, is able to make many uses of such data. For example, the advertiser may target certain promotion groups which are collections of network devices whose individual viewership profiles are matched to membership criteria. The membership criteria is usually based on demographics or geographic locations.

Please replace the paragraph at page 11 lines 11 through 21 with the following amended paragraph:

After the targeted promotions have been displayed, the system 100 is able to determine the success of the these promotions. For example, in a state 510, the promotion agent 310 collects data as to which scheduled promotions were actually watched by the set top box 10. That is, the promotion agent 310 can determine if the viewer watched a particular promotion as intended, or if the viewer tuned away from the promotion by changing channels, for example. This data is uploaded in a state 512 to the life cycle manager 250 which transmits the data to the database 210 in a state 514. Thus, the system 100 is able to provide advertisers information related to the success of the promotions. This information can be provided in a state 516 directly to the advertiser after its scheduled promotion was shown, or the advertiser may make an inquiry of the information stored in the database 210 in a state 518.